



## Local communities build and sustain peace: Strengthening women and youth participation in building sustainable peace in Armenia, Azerbaijan, Georgia, Kenya, Moldova, South Sudan, Uganda & Ukraine.

### Women, Peace, and Security Media Competition – Terms of Reference

#### 1. Background of the project

As part of the project “Local communities build and sustain peace: Strengthening women and youth participation in building sustainable peace in Armenia, Azerbaijan, Georgia, Kenya, Moldova, South Sudan, Uganda & Ukraine”, the Global Network of Women Peacebuilders (GNWP), in partnership with local partner organizations, and with support from the Austrian Development Agency (ADA) will organize **Women, Peace, and Security (WPS), Media competition** in Armenia, Georgia, Moldova, Ukraine, Kenya & Uganda.

The WPS Media competition will recognize journalists and other media practitioners who have: through their reports, helped to raise awareness of UNSCR 1325 and the Women, Peace, and Security agenda, and the importance of women in building and sustaining peace in the project countries.

The competition will serve as an encouragement for the journalists to develop engaging stories, to promote the implementation of WPS, and shift the dominant perception of women, from one of the victims to one of the agents of peace.

The WPS Media competition will target both national and local journalists in **two categories; journalism students and professional journalists**. GNWP and its local partners will work closely with the government ministries responsible for the implementation of WPS and the national institutions responsible for the oversight of the media (such as the Communications Authority of Kenya) and will seek their sponsorship of the competition to increase its prestige, and help disseminate the information about the competition to as many journalists as possible, including at the local level.

The Terms of Reference for the Media and WPS competition are as follows:

#### Eligibility criteria:

- Must be a national or local journalist or media practitioner based in the country;
- For students' category; one must be currently pursuing a media-related course in a recognized institution in Kenya;
- The submitted material must have been published, or be scheduled to be published via print, online media (e.g. blogs), TV and radio stations;
- The submitted material must contribute to promoting the four pillars of WPS (women's meaningful participation; protection of women's rights; conflict prevention; and gender-sensitive relief and recovery) **and/or** women's contributions to addressing the COVID-19 pandemic and its impacts;
- The submitted material must be original and the work of the person submitting it.



Assessment/Selection criteria:

The following features will be evaluated to select the winners of the WPS Media competition:

- Whether the material is innovative and solution-driven;
- Whether the material contributes to, or promotes, effective implementation of WPS, including the NAP, for example, by raising awareness about the agenda or promoting its key pillars **and/or** highlighting women's roles in addressing the COVID-19 pandemic and its impacts;
- Whether the material presents a transformative narrative – showing women as agents and not only passive victims;
- Whether the material uses an original and engaging angle, making WPS and its key messages accessible to a wider population.

All candidates should send:

- Short biography
- Materials of minimum 500 and maximum 3000 words (for written submissions); or minimum 5 and maximum 30 minutes (for audio or audio-visual submissions).
- The submissions will be accepted between **15th January 2021 and 15th March 2021**. Media products published **after 1st October 2020, or scheduled to be published** can be submitted.
- There will be **two categories: journalism students and professional journalists**. 1st and 2nd place will be awarded in each category.
- A jury, consisting of WPS and peacebuilding experts, and media experts will select the winners. The winner will be announced by **April 2021**.
- All submissions should be sent to [womenpeacelink@gmail.com](mailto:womenpeacelink@gmail.com) (have [admin@ruralwomenpeacelink.org](mailto:admin@ruralwomenpeacelink.org) and [womenpeacelink@yahoo.com](mailto:womenpeacelink@yahoo.com) in copy)

The winner will also advance to the Global Media Award. A Global Award Committee consisting of a civil society representative, a renowned international media practitioner, and at least one senior WPS advocate, will select the winner of the Global Media Award, who will have the opportunity to travel to New York and report about the Security Council Open Debate and the 20th Anniversary of UNSCR 1325 and its particular relevance to her/his region, country, and the local community.

The articles, blogs, TV/radio productions from the winning journalists, will be widely circulated to reach policymakers in governments, the UN, and other international and regional organizations, civil society, and the general public.